



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

### Re Patent Application of:

Pierfrancesca La Mura  
Moshe Tennenholtz  
Yoav Shoham

**Examiner: Daniel S. Felten**

Art Unit: 3693

Application No: 09/885,720

Filed: June 19, 2001

For: **ENHANCED AUCTION  
MECHANISM FOR ONLINE  
TRANSACTIONS**

Commissioner for Patents  
Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**  
**UNDER 37 C.F.R. §1.111**

Sir:

In response to the Office Action dated October 4, 2006, and pursuant to 37 C.F.R. §1.111, applicants respectfully request that the above-identified application be amended as follows: